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# **GREENCOM PROJECT REPORT 1ST QUARTER 2005**

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## **DISCLAIMER**

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.



***Contract Information***

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# TASK ORDER #1: ACTIVITIES AND RESULTS

## TECHNICAL OUTREACH & GLOBAL LEADERSHIP

### ***Institutional Partnership Development***

Senior technical specialists Bette Booth and Tito Coleman participated in a workshop in late January at the Tropical Agricultural Research and Higher Education Center (CATIE) in Turrialba, Costa Rica. They collaborated with several staff members from CATIE on a draft proposal and marketing plan for a joint GreenCOM-CATIE course to be offered in early 2006. The course, "Increasing Sustainable Livelihoods Through Natural Resource Management at the Landscape Scale: New Approaches," will combine the best practices and tools of SCALE (System-wide Collaborative Action for Livelihoods and the Environment) and existing training offered by CATIE. Course participants will be able to apply basic tools and skills related to the SCALE process, livelihoods development, and natural resource management. The course is designed for project directors and their senior technical staff.

In March, Ms. Booth returned to Costa Rica to continue working on the course with Gabriel Robles, GreenCOM's primary counterpart at CATIE. While there she conducted in-depth interviews with CATIE staff members about best practices and tools from their organization that should be incorporated in the training design. A promotional flyer for the course and the first draft of the course outline will be finalized in early May.

### ***Training***

Ms. Booth visited Panama in March to work with staff members of the Panama Canal Integrated Watershed Management Program (GreenCOM's task order in Panama) on a plan for incorporating the SCALE approach in training activities for their NGO partners. Three SCALE training workshops have been proposed for the NGO partners in 2005. The first session, scheduled for May, will include a general orientation to the SCALE approach as well as sessions on building coalitions and partnerships and essential communication skills for basic conflict resolution.

### ***Nature, Wealth, and Power Videos***

This spring and summer, GreenCOM will work with USAID/Washington's Land Resources

Management Team and USAID missions and partners in Africa on two videos about the Nature, Wealth, and Power (NWP) framework for African rural development. This framework was first documented in a 2002 USAID discussion paper called *Nature, Wealth, and Power: Emerging Best Practice for Revitalizing Rural Africa*.

The videos will emphasize key concepts of NWP and will also include examples of how the framework is being implemented with success in several countries. An eight- to ten-minute introductory video will be used for informative briefings by USAID missions and partners; a fifteen- to twenty-minute video that explores the framework in greater depth will be used in USAID training workshops throughout Africa.

As a first step toward production, GreenCOM created an electronic flier about the videos that was e-mailed to USAID missions in Mali, Madagascar, and Namibia in early March. The flier asks mission staff and their partners to propose activities to profile in the videos. Thus far, the missions have proposed three examples that are being reviewed by Jon Anderson of the Land Resources Management Team.

### ***GreenCOM Web Site***

Nineteen case studies of GreenCOM's field projects have been uploaded to the project Web site. They appear on the country project pages, where the screen text is also being updated with the introduction from the respective case study. The publication lists for each country are being expanded as well. More case studies will be uploaded during the second quarter. The GreenCOM Web site is located at <http://www.greencom.org/>.

### ***Spanish SCALE Summary Booklet***

A Spanish translation of GreenCOM's *Going to SCALE* booklet was completed this quarter and will be printed in April. The Spanish title is *ESCALA: Acción sistémica basada en la colaboración para mejorar los medios de vida y el ambiente*. It provides an introduction to SCALE, an approach to managing natural resource and agricultural projects based on lessons learned since GreenCOM began in 1993. The booklet describes the implementation process for SCALE and a framework for understanding how that process leads to positive impact on the environment and people's livelihoods.

## FIELD TASK ORDER ACTIVITIES

### AGRICULTURAL PARTNERSHIPS FOR PRODUCTIVITY & PROSPERITY (AP<sup>3</sup>)

#### ***AP<sup>3</sup> Demonstration Project***

Six USAID missions expressed interest in participating in AP<sup>3</sup>'s first field demonstration project. An AP<sup>3</sup> site selection committee evaluated each mission's proposal according to a set of predetermined criteria with special consideration given to proposals that demonstrated high demand for the proposed demonstration activity, strong potential for taking the activity to scale, willingness of the mission to contribute financially to sustaining the project, and opportune timing. Of the proposals received, the selection committee chose USAID/Morocco's Agriculture and Agribusiness Development Program.

The Moroccan program will receive technical assistance in communications from AP<sup>3</sup> to promote alternative crops in Morocco, especially medicinal herbs. AP<sup>3</sup> will build links between farmers and essential markets by developing a business communication strategy that supplements the technical agricultural aspects of the program.

In April the AP<sup>3</sup> team will initiate discussions with Chemonics, the prime contractor for the Agriculture and Agribusiness Development Program, to determine how best to begin offering technical assistance to program staff. AP<sup>3</sup> team members will likely travel to Morocco in May to meet with the chief of party and his staff.

#### ***Communication and Information Survey***

In February the AP<sup>3</sup> team administered a short survey to a sample of twenty USAID agriculture officers in field missions. The survey was designed to identify the officers' views on best practices in agricultural communication, important sources of technical information, and cross-sectoral activities being conducted in agricultural development programs worldwide. The results of the survey will be tabulated to provide AP<sup>3</sup> with important information about USAID agricultural extension, outreach, and communication efforts.

## PANAMA

#### ***Environmental Indicators***

The technical subcommittee of the Inter-Institutional Committee for the Canal Watershed

(CICH) approved the final list of twenty environmental indicators that will be used in a new system to monitor the environmental health of the Panama Canal Watershed. The indicators will be measured first in the Los Hules, Tinajones, Caño Quebrado, and Gatuncillo communities, where AED and the Panama Canal Authority are working on a grants program with NGOs on pilot subwatershed management activities.

The implementation of the monitoring system is a significant accomplishment for the AED team, which worked for many months to achieve consensus among the various actors involved. Team members will now concentrate on equipping the Panamanian government agencies that are responsible for monitoring the indicators to carry out their mandate. By the end of March, monitoring protocols for four of the twenty indicators were finalized with the Panama Canal Authority, the Ministries of Public Works and Education, and the Panamanian treasury.

#### ***Integrated Watershed Management Pilot Projects***

A conference was held in March to present the progress of AED's pilot grant projects in the subwatershed communities of Los Hules, Tinajones, and Caño Quebrado. Attendees included local elected authorities, members of the technical committee of CICH, local organization representatives, project beneficiaries, NGO representatives, and community leaders. In addition to presentations on AED's grants, the conference served as an occasion to discuss other integrated watershed management initiatives currently operating in the Panama Canal Watershed.

As part of AED's ongoing support to the grantees, staff members and grantee representatives completed a needs assessment and action plan to improve the grantees' ability to implement their respective projects. GreenCOM's SCALE methodology was also introduced to the grantees through the action plans, and AED staff members have written a knowledge management handbook that will help the grantees document lessons learned in their projects.

New grants were issued during the first quarter for ecotourism-related activities. The grantees were the Audubon Society of Panama, Fundación Panama, the International Center for Environmental Sciences (CICA) and AVIFAUNA,

and Conservation, Research, Education & Action (CREA) and the Tropical Agricultural Research and Higher Education Center (CATIE). This brings the total number of AED grants issued to local NGOs to eighteen.

### ***Ecotourism***

AED staff members facilitated a process with Panama's National Environmental Authority (ANAM) and other stakeholders to select sites in Soberanía National Park where an ecotourism infrastructure will be developed. A strategy was also created with USAID and ANAM to fund joint ventures with the private sector for ecotourism activities in and around the park. As a first step, AED invited a Costa Rican investor to meet with representatives from ANAM to discuss the possibility of investing in a concession for a jungle canopy walk in Soberanía. Presently ANAM is awaiting the passage of a new law it has proposed on protected areas before it awards any concessions within Soberanía. The agency has, however, agreed to allow AED to issue an annual program statement that invites private sector expressions of interest for ecotourism-related investment in the park. The next step for the Costa Rican investor will be to submit a formal response to this program statement.

While ANAM's new legislation on protected areas is being reviewed by Panamanian lawmakers, the agency has asked AED to assist Panamanian NGOs in formulating comments about the law and suggestions for improving it. The NGO community has responded enthusiastically to ANAM's invitation and AED's assistance and is taking an active role in analyzing the law and providing feedback.

In another activity for Soberanía, AED staff members are collaborating with Multiplaza Pacific Mall, a large shopping center in Panama City, to publicize the park to shoppers. They are designing a promotional brochure and display for the mall to highlight park attractions. During the month of March, AED also created five interpretation banners for Venta de Cruces, the site of an old Spanish settlement within Soberanía. A congressional delegation from the United States recently visited Venta de Cruces and provided feedback on the themes that AED and park officials are emphasizing in their interpretive materials.

The first quarter also brought discussions for a new trans-Panama tourism route, and AED and COMPITE, the Inter-American Development Bank's business development project, signed an agreement to collaborate on this initiative. AED and COMPITE have begun to work with five tour operators to improve tourist sites along the route, which has been dubbed "The Ecological Route Between Two Oceans." Two additional tour operators have since asked to be involved.

In March, AED also finalized an agreement with the City of Knowledge, an international education and research facility in Panama, to bring fourteen students from George Washington University's business school to Panama for two weeks in June to work with Panamanian business students on ecotourism initiatives associated with the "Ecological Route Between Two Oceans."

### ***Environmental Policy Reform***

AED presented two more papers on environmental policy reform to CICH. The latest papers cover rural road construction and maintenance and control of water point contamination sources in the Panama Canal Watershed. CICH members review the papers and present the findings to the relevant Panamanian government agencies for consideration.

After meeting with Ministry of Agriculture staff to discuss an earlier policy reform paper on livestock issues, an agreement was reached with the ministry to develop an agenda of actions that promote a shift toward more sustainable livestock production practices in Panama. This new agenda will be validated through discussion and consultation with livestock producers, organizations that represent them (such as the National Cattleman's Association), and groups that support them (such as the Ministry of Agriculture, the national development bank, NGOs, and CATIE).

## **TANZANIA**

### ***Community Environmental Awards Scheme***

Chief of Party Pancras Ngalason visited three southern districts (Mtwara, Lindi, and Kilwa) in January to conduct an impact assessment of the Community Environmental Awards Scheme (CEAS). Since late fall, GreenCOM has been holding discussions with stakeholders in all districts that participate in CEAS to evaluate the impact of the program on environmental and

socioeconomic conditions. A report on the assessment will be completed during the second quarter.

The district committees that implement CEAS throughout the country are making a concerted effort to increase involvement by community groups, schools, and individuals. In the districts located within the Tarangire and Lake Manyara regions, the committees are also urging people to enter projects involving sorghum to encourage its cultivation as a food and cash crop during times of drought and in traditionally arid areas.

Because national elections have been scheduled for the last quarter of 2005, the district committees are revising their plans to ensure that all award ceremonies for the current program cycle take place in June to avoid conflicts with the elections. Some districts plan to hold their ceremonies in conjunction with the United Nations World Environment Day on June 5.

#### ***USAID/Tanzania Retreat***

Mr. Ngalason participated in USAID/Tanzania's annual program retreat to plan for its environmental strategic objective. The retreat took place March 14–18 at Ngorongoro. All of the working groups and projects associated with the environmental strategic objective reported on achievements and lessons learned during the past year.

Mr. Ngalason gave a presentation on GreenCOM's work, discussing CEAS in particular, which has become an engine for promoting community participation in environmental conservation throughout the country. As USAID/Tanzania develops its new environmental strategic objective, mission staff will review and apply best practices, lessons learned, and challenges identified by retreat participants.